



Request for City Council Committee Action From the Department of Public Works

Date: December 4, 2012

To: Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee
Referral: Honorable Betsy Hodges, Chair Ways & Means Budget Committee

Subject: **Partnership for a Healthier America Play Streets Award**

Recommendation:

- A. Commit City of Minneapolis in-kind services up to \$50,000 to support 2013 Open Streets activities
- B. Accept grant funds from Partnership for a Healthier America in the amount of \$50,000
- C. Authorize proper city officials to negotiate and enter into an appropriate agreement as needed with Partnership for a Healthier America
- D. Authorize proper city officials to negotiate and enter into an appropriate agreement as needed with a contractor to provide event management services

Previous Directives:

September 11, 2011 – Minneapolis Bicycle Plan Implementation Plan adopted, which states “create a specific permitting process for closing streets to motorized vehicles for ‘Open Streets’ events.”

Prepared by: David Peterson, Traffic and Parking Services, 612-333-1378

Approved by:

Steven A. Kotke, P.E., City Engineer, Director of Public Works

Janee Harteau, Minneapolis Police Chief

Presenters: Jon Wertjes, Traffic and Parking Services

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|-----------------|---------------------------------------|----------------|
| Reviews: | Permanent Review Committee (PRC): | Not Applicable |
| | Civil Rights Affirmative Action Plan: | Not Applicable |
| | Policy Review Group (PRG): | Not Applicable |

Financial Impact

The City of Minneapolis would commit to in-kind services to support Open Streets events in 2013 only. This would include Police and Public Works services for traffic direction, barricades, trash and recycling service, and traffic detour and parking signage.

Community Impact

Neighborhood Notification: Some discussions to date. Further notification and discussions required

City Goals:

- A Safe Place to Call Home – Healthy homes, welcoming neighborhoods
- Livable Communities, Healthy Lives – Plentiful arts, cultural and recreational opportunities
- Livable Communities, Healthy Lives – Active lifestyles, walkable, bikeable, swimmable
- Livable Communities, Healthy Lives – Healthy choices are easy and economical
- Many People, One Minneapolis – Family-friendly opportunities and amenities abound
- A City that Works – Strong partnerships with parks, schools, government, non-profits and private sector

Comprehensive Plan: NA

Zoning Code: NA

Background and History

Minneapolis has been a venue for *Open Streets* events for the past two years. Open Streets are temporary street closures that provide opportunities for children and adults to enjoy themselves, get exercise and interact socially. The Minneapolis Bicycle Coalition has hosted and coordinated three Minneapolis Open Streets events to date: Lyndale Avenue Open Street in June 2011 and 2012, and Lowry Avenue N Open Street in September 2012. Events have been held on Saturdays or Sundays from late morning until late mid-afternoon.

The Open Streets events have featured children's activities, yoga, Zumba, dancing, skateboarding competitions, music, art, and bicycling and walking. In 2011, an estimated 5,000 people attended the inaugural event on Lyndale Avenue. In 2012, estimated attendance increased to 10,000 people.

Funding for the existing events has been provided by Blue Cross and Blue Shield of Minnesota, Transit for Livable Communities/Bike Walk Twin Cities, the Pohlad Foundation, and Bikes Belong. Smaller contributions from other organizations have also been critical – including bike shops, gas stations, coffee shops, non-profits, realtors, design firms, churches, Nice Ride MN, and partial in-kind funding for the 2012 Lowry event from the City of Minneapolis.

PHA Request, Proposal and Award

In August 2012, Mayor Rybak, Council President Johnson, Council Vice President Lilligren and Council Member Gordon submitted a proposal (see attachment) to the Partnership for a Healthier America (PHA) to be considered for a competitive grant award to fund *Play Streets* events in the city (known locally as *Open Streets*).

City of Minneapolis Proposal Outline

- Overview:
 - City of Minneapolis will conduct four Open Streets on Saturdays or Sundays between June and September 2013, approximately one per month.

- Two events would be the existing venues of Lyndale Avenue South and Lowry Avenue North. Locations for two additional events are to-be-determined, but would likely be in the geographic areas of northeast and south Minneapolis to the east of I-35W.
- Commitments:
 - City of Minneapolis will hire a contractor to manage Open Streets events.
 - City of Minneapolis will provide in-kind services in an amount not to exceed \$50,000 from the Police Department, Public Works Traffic & Parking Services, and Public Works Solid Waste & Recycling.
 - City of Minneapolis must measure and report on the success of the Open Streets Events.

Estimated Costs for Four Open Streets Events

| <u>City Department</u> | <u>Activity</u> | <u>Cost</u> |
|---|--|--------------------|
| Public Works Traffic & Parking Services | Barricades, Detour and No Parking Signs, Bus Detour Coordination | \$24,000 |
| Minneapolis Police Department | Police and Traffic Control | \$20,000 |
| Public Works Solid Waste & Recycling | Trash and Recycling | \$3,200 |
| Public Works Traffic and Parking Services | Contract Oversight | \$2,800 |
| City Sub-Total | | \$50,000 |
| <u>Non-City Costs</u> | <u>Activity</u> | <u>Cost</u> |
| Partnership for a Healthier America | Complementary Programming, Promotional Costs, Program Coordination | \$50,000 |
| Minneapolis Bicycle Coalition (in-kind) | Volunteer Services | \$26,000 |
| Modern Climate (in-kind) | Graphic Design | \$10,000 |
| Foundation Support | Miscellaneous Event Costs* | \$15,000 |
| Neighborhood Associations | Miscellaneous Event Costs* | \$5,000 |
| Bike Walk Twin Cities | Miscellaneous Event Costs* | \$5,000 |
| Private Business Sponsorship | Miscellaneous Event Costs* | \$7,600 |
| Licensing Department | Permit Fees | \$2,000 |
| Non-City Sub-Total | | \$120,600 |

*Miscellaneous costs include insurance, printing, temporary restrooms, posters, website management, volunteer appreciation event, and program coordination

PHA has notified the City of Minneapolis that it has been awarded \$50,000 to conduct four Open Streets events in 2013. Upon acceptance of the award, half of the award amount will be advanced to the City of Minneapolis, with the remaining 50 percent provided upon completion of all four events.

The PHA Request for Proposals specifies appropriate use of grant funds. PHA funds may *not* be used for the following:

- Fees for street closures, permits, law enforcement, barricades and any other related locally owned logistics;
- Purchasing office equipment, such as computers;
- Purchasing equipment or materials for the Play Streets program, including athletic or recreational equipment, food or beverages; and
- Staffing or salaries for any other position not related to Play Streets, although funds may be used for a contract position with sole responsibilities for working to promote and execute Play Streets programs.

Public Works intends to act as project manager for these grant funds and coordinator for in-kind City of Minneapolis services to support Open Streets events. Public Works will seek interested parties and contract for event management professional services for the Open Streets events. The grant funds will primarily be used pay for these event management services.

The PHA award stipulates that the City of Minneapolis would be required to measure and report on the 2013 Open Street events. The event management contractor would be responsible for most measurement and reporting requirements, including but not limited to a summary of planned versus executed activities, event photos, marketing materials used, estimated attendance, and business/visitor surveys. The PHA has hired a third-party verifier (Altarum Institute) to assist in program measurement. The City will track and report the in-kind services.

Recommendations

The Department of Public Works recommends that City Council accept the award from the Partnership for a Healthier America in the amount of \$50,000 to fund four Open Streets events in 2013.

The Police Department and Department of Public Works further recommends that the City Council pass the attached resolution declaring that the City will formally co-sponsor four Open Streets events in 2013 only, and authorize Public Works and the Police Department to provide in-kind services for four Open Streets events in 2013, up to \$50,000. These in-kind services would include activities that have historically been the most costly components of Open Street events to date: traffic direction, barricades, trash and recycling service, and traffic detour and parking signage.

The Department of Public Works further seeks authorization to negotiate and enter into the necessary agreements.

Attachment:

August 29, 2012 letter from City officials to Partnership for a Healthier America